



ITW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Applicant : Thomas J. Perkowski
Serial No. : 10/058,970
Filed : January 28, 2002
Title of Invention : WEB-BASED CONSUMER PRODUCT MARKETING
COMMUNICATION NETWORK FOR MANAGING AND
DELIVERING CONSUMER PRODUCT MARKETING
COMMUNICATIONS TO CONSUMERS ALONG E-
COMMERCE (EC) ENABLED WEB SITES ON THE WORLD
WIDE WEB (WWW), USING MULTI-MODE VIRTUAL
KIOSKS (MMVKS) DRIVEN BY SERVER-SIDE
COMPONENTS EMBODYING UNIVERSAL PRODUCT
NUMBERS (UPNs) AND DRIVEN BY UPN/URL LINKS
MANAGED BY PRODUCT MANUFACTURER TEAM
MEMBERS AND/OR THEIR AGENTS

Examiner : Mark A Fadok
Group Art Unit : 3625
Attorney Docket : 100-058USANB0

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action mailed February 17, 2009, Applicant hereby submits
the following amendments to the same: